



FOR IMMEDIATE RELEASE

PEACE OF MIND OFFERED TO YOUR COMMUNITY

Alice, TX – May 8, 2008 – The Jim Wells County Sheriff's Department, Alice Police Department, Alice Optimist Club and SafeAssured™ Identification Solutions are all partnering to bring Jim Wells County and surrounding area families the most complete identification solution available to aid in the search for missing people.

When a youth is reported missing, **minutes matter**. According to Ernie Allen, president and CEO of the National Center for Missing & Exploited Children (NCMEC), "Time is the enemy when it comes to recovering a missing child. A critical element to the first few hours of an investigation is for law enforcement to have a good quality, current photograph of the missing child." He further stated, "NCMEC urges parents and guardians to maintain easily accessible, good-quality photographs of their children. SafeAssured helps them accomplish this."

The SafeAssured ID provides families with an added sense of security and peace of mind. The mini-CD captures physical characteristics and video footage that can be provided to law enforcement within moments of disappearance. Families receive a mini-CD that contains: streaming video, digital voiceprint, a digital photograph, a full set of digitally scanned fingerprints, and general physical information. Private and sensitive data are encrypted, with access only provided to law enforcement. Lastly, families receive a durable, full-color photo ID card, and a guidebook, written in conjunction with NCMEC, containing helpful safety tips. The mini-CD will also allow you to create missing person posters.

Community events are currently being scheduled. For information on how you can get involved or sponsor an area event, contact Jerry Smith of the Alice Optimist Club – 361.701.7944.

As part of a marketing strategy, hosting a SafeAssured ID event provides a high level of return in public relations, and a key differentiating factor from the competition.

www.safeassured-id.com

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About SafeAssured™

SafeAssured ID is the most comprehensive, technologically advanced family safety program in the industry. In the event that a person goes missing, SafeAssured ID provides families with the power to deliver media and law enforcement with immediate, holistic, and ready to broadcast information unique to the missing youth. In addition to a digital photo and personal profile, SafeAssured differs from other identification solutions by offering: full set of digital fingerprints, voice sample, and streaming video showing movement and gait. The information is stored on a mini-CD ROM that is secured with an encrypted, locked electronic code.

About the National Center for Missing & Exploited Children

NCMEC is a 501(c)(3) nonprofit organization that works in cooperation with the U.S. Department of Justice's Office of Juvenile Justice and Delinquency Prevention. NCMEC's congressionally mandated CyberTipline, a reporting mechanism for child sexual exploitation, has handled more than 475,000 leads. Since its establishment in 1984, NCMEC has assisted law enforcement with more than 130,300 missing child cases, resulting in the recovery of more than 112,900 children. For more information about NCMEC, call its toll-free, 24-hour hotline at 1-800-THE-LOST or visit its web site at www.missingkids.com.

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